November 9, 1984

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TO: Dr. Hakanson

FROM: Rise Cleary, Student Newspaper Editor

SUBJECT: New Name for Student Newspaper

Here's the reasons for changing the name of the student newspaper from The Timberman Times to THE MAINSTREAM:

1. It's a nicer looking flag.
2. It is an all-encompassing name, rather than the biased slant toward the lumber industry.
3. It promotes a more progressive look for UCC.
4. It isn't sexist.
5. Overall, it just appears more up-to-date and broad range.

jgd

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UMPQUA COMMUNITY COLLEGE
Roseburg, Oregon

November 7, 1984

PUBLICATIONS ADVISORY BOARD MEETING MINUTES

Members present: Mary Standley, Jeff Wright, Dave Tishendorf, Jim O'Neill, Nora Harrison, Rise Cleary Bob Moldenhauer

Guests present: Jacky McKinney, Evan Wall

Function Policy Review

Members reviewed and approved the purpose, membership and duties of the Advisory Board.

Newspaper Name Change

After considerable discussion, the members approved changing the student newspaper name from Timberman Times to The Mainstream. It was felt that The Mainstream did not necessarily connote the Umpqua River. It may have other meanings for readers. Final vote was six approve, one disapprove.

Newspaper Distribution Methods

Members approved the newspaper staff proposal to broaden the distribution of the newspaper into the community in order to increase readership which would potentially increase advertising. Discussion also centered around broadening news coverage of the community. Nearly all members felt such an extension would provide a positive educational experience for newspaper staff members, as long as student focus was maintained. Concern was voiced, however, about establishing an editorial direction which might be difficult to continue after the present editor leaves. The consensus was the editor should establish a system which subsequent editors could follow with the least difficulty.

Several members voiced concern about improving writing quality in the newspaper. It was suggested a copy editor be appointed who could rewrite stories prior to setting type. Several ideas, including funding a student, or finding a retired volunteer citizen, might help solve the problem of quality control.

Editor Selection Requirements

Members approved the requirement that the editor should be at least a part time student, carrying six credit hours or more during tenure. Three of the six hours should be in J215, Journalism Lab. Item 6 in "Selection of Editor" of the handout did not specify this.

Considerable discussion centered on requiring applicants for editor to have either writing or journalism classroom or editorial experience. Members agreed the advisor should be given the responsibility of suggesting the best potential candidate. The Board would make its decision after weighing the evidence presented by the advisor.

Next Meeting	The Board agreed to meet again in January to review changes and improvement in the paper and provide input to help both the editor and the advisor in continuing that improvement.
Reminder	All members of the Advisory Board will be placed on the newspaper mailing list, with copies of the first two issues for Fall quarter being distributed as soon as possible.

SEABE CALHOUN
Secretary
November 9, 1984

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